

Message Text

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ACTION EUR-12

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FOR BIC/OIM:TRAFTON/BLAKE

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: BUSINESS EQUIPMENT EXHIBITION PROCUREMENT.

REF: USDOC 13067

1. REF. PARAGRAPH A OF REFTEL: -

1. ADVERTISING MANAGER JOERGEN JANSSON OF COMPUTER
MACHINERY CO. AB VERY INTERESTED IN SUBJECT SHOW, MAY
PARTICIPATE FOR BASIC FOUR CORP.

2. SALES MANAGER HAKANSSON OF VEKTOR MASKIN AB STATES
B.H. BUNN CO. MANUFACTURE SHRINK-WRAPPING AND STRAPPING
MACHINES. VEKTOR MASKIN AB MAY WELL PARTICIPATE FOR
B.H. BUNN IN STC APRIL FOOD PROCESSING AND PACKAGING
SHOW. REGARDING DECEMBER SHOW, VEKTOR MASKIN REPRESENT
BELL & HOWELL GMBH OF ZUG, SWITZERLAND, FOR ENVELOPE
STUFFING MACHINES. VEKTOR MASKIN WILL PROBABLY MAN
BOOTH IF BELL & HOWELL PAY FEE. STC FOLLOWING UP WITH MR.
WERNER SALZMANN IN ZUG. OIM PLEASE FOLLOW UP WITH B.H. BUNN
ON STC FOOD PROCESSING & PACKAGING SHOW.

3. PRESIDENT ROLAND OLANDER OF INTEGRERAD ELEKTRONIK
DISCUSSED SUBJECT SHOW WITH VISITING COLORADO VIDEO CORP.
REPRESENTATIVE THIS WEEK. DECISION EXPECTED SHORTLY.

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4. SALES MANAGER JOHN MARTINSEN OF JOHN W. HEMLINS AB

DECLINED PARTICIPATION IN SUBJECT SHOW BECAUSE
COMPUGRAPHIC CORP. PRODUCTS DO NOT FIT SHOW THEME.
HOWEVER MARTINSEN VERY INTERESTED IN STC MARCH PRINTING
AND GRAPHIC ARTS SHOW IF COMPUGRAPHIC CORP. WILL SHARE
COST. PLEASE FOLLOW UP THIS LEAD FOR MARCH SHOW.

5. AKE BERG OF HAI AB DECLINED PARTICIPATION FOR EAI, INC.
BERG STATED LIMITED CUSTOMER GROUP FOR HIS PRODUCTS IN
THIS THEME CAN BE WORKED BY DIRECT CONTACT, BERG CON-
SIDERS PARTICIPATION IN SUBJECT SHOW UNNECESSARY.

6. JAN GULLBERG OF MITEMA MIKROFILM SYSTEM AB IS A
VERBAL FOR A MULTI-ACCOUNT BOOTH FOR FOLLOWING FIVE
PRINCIPALS: - LUXOR CORP., MICOBRA CORP., EUROTEC
INTERNATIONAL CORP., MICROVISION INC., AND SYNERGRAPHICS
CORP. OSCAR FISHER COMPANY'S INTEREST IN SHOW WAS
MENTIONED TO GULLBERG, BUT HE DEFINITELY HAD NO INTENTION
OF INCLUDING FISHER.

7. VICE PRESIDENT BERNHARD FISCHBEIN OF STEN DAHLANDER AB
VERY INTERESTED IN SUBJECT SHOW, PROBABLY AS MULTI-ACCOUNT
BOOTH. NOT A VERBAL.

8. SALES MANAGER BENGT FORSMO OF ESSELTE SYSTEM AB STATED IS 98
PERCENT SURE OF PARTICIPATION, PROBABLY AS A MULTI-ACCOUNT BOOTH.
A VERBAL.

9. LARS AHMAN OF SVENSKA SYSTEM & REDOVISNING AB HAS
CONTACTED PRINCIPAL DATA TERMINAL SYSTEMS FOR ADVICE
REGARDING SUBJECT SHOW, NO REPLY RECEIVED YET.

10. WE UNDERSTAND TALAS SYSTEMS NOW A VERYBAL. OIM TO COLLECT
PA. STC WILL INVOLVE AGENT IN PROMOTION ACTIVITIES.

11. SALES MANAGER BERNT ARVIDSSON OF WANG SKANDINAVISKA AB
CURRENTLY INTRODUCING NEW EQUIPMENT TO MARKET HERE, YET
ONLY MODERATELY INTERESTED IN SHOW, AND UNDECIDED IN VIEW
OTHER TRADE SHOW COMMITMENTS. WE WILL OBTAIN EARLY DECISION.

12. SCANDIA METRIC DATOR AB, SUBSIDIARY OF SCANDIA-METRIC AB,
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A VERBAL FOR MULTI-ACCOUNT BOOTH.

13. STC AWAITING DECISION FROM SALES MANAGER ROLF INGERSSON OF
BERG-BOLINDER AB ON SAXON BUSINESS PRODUCTS. POSSIBLE MULTI-
ACCOUNT BOOTH.

REF PARAGRAPH B OF REFTTEL: -

1. WE WROTE ATLANTIC FORCES EUROPE LTD. ON SEPTEMBER 9 AND 23. NO RESPONSE.

2. JOHN FARMER OF BELL & HOWELL (U.K.) LTD. PHONED STC SEPTEMBER 12, CONFIRMED INTENTION TO PARTICIPATE. FARMER ANXIOUS BECAUSE HE CLAIMED HE FORWARDED RESPONSE CARD TO WASHINGTON QUOTE A COUPLE OF MONTHS AGO UNQUOTE AND HEARD NOTHING. SEPTEMBER 23 FARMER PHONE CONFIRMING PA ON WAY TO STC.

3. WE WROTE DATA GENERAL EUROPE S.A. SEPTEMBER 9 AND 23. NO RESPONSE.

4. WE WROTE DIGITAL EQUIPMENT CORP. IN GENEVA SEPTEMBER 10 AND 23. NO RESPONSE. LARS-ERIK JANSSON OF DIGITAL EQUIPMENT AB, STOCKHOLM, DECLINED PARTICIPATION DUE TO OTHER MARKETING COMMITMENTS. HOWEVER, SWEDISH SUBSIDIARY VERY INTERESTED IN ITEMS IN STC SPRING 1976 SCHEDULE.

5. ANDRE LAMBION OF DEJONGHE S.A. WROTE STATING HE WOULD FORWARD OUR LETTER AND KIT TO PRESIDENT GEORGES HARNO OF FINN BUSINESS MACHINES INC., HELSINKI. DEJONGHE HAVE QUOTE DELEGATED OUR SALES RIGHT FOR THE SCANDINAVIAN COUNTRIES UNQUOTE TO THIS COMPANY.

6. WE WROTE GENERAL AUTOMATION S.A. FRANCE, SEPTEMBER 10 AND 23. NO RESPONSE. PER CORLIN, SALES MANAGER, GENERAL AUTOMATION SVENSKA AB CONFIRMED SEPTEMBER 29 HIS INTENTION TO PARTICIPATE. A VERBAL.

7. WE WROTE REALIST INTL. S.A., SEPTEMBER 10 AND 23. NO RESPONSE.
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8. SAME AS PARAGRAPH 7 FOR ROYAL IMPERIAL TYPEWRITER DIV. LITTON.
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